

Message Text

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PAGE 01 MOSCOW 05972 281501Z
ACTION EUR-12

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USDOC FOR BEWT/TDAD AND BEWT/USSR

E.O. 11652: N/A
TAGS: EEWT, TGEN, UR, US
SUBJECT: SOVIET INTEREST IN PURCHASING US FAST FOOD SERVICE FOR OLYMPICS

DURING MARCH 27 MEETING AT SCST, SCICOUNS NOTED THAT HE HAD SEEN RECENT LA TIMES ARTICLE DESCRIBING STRONG SOVIET INTEREST IN PURCHASING PIZZA HUT FRANCHISES TO HELP MEET ANTICIPATED FAST FOOD DEMANDS DURING THE 1980 OLYMPICS. AYKAZYAN COMMENTED THAT IT IS NOT YET CERTAIN THAT THE USSR WILL COME TO AN AGREEMENT WITH PIZZA HUT (WHICH IS A SUBSIDIARY OF PEPSICO) BUT SCST IS WORKING IN THIS DIRECTION. AYKAZYAN THEN NOTED THAT THE SOVIETS HAD BEEN MORE IMPRESSED WITH MACDONALD'S FAST FOOD OPERATION AND HAD INITIALLY EXPRESSED TO THIS FIRM SOVIET INTEREST IN SETTING UP SEVERAL MACDONALD'S RESTAURANTS IN MOSCOW IN TIME FOR THE OLYMPICS. MACDONALD'S, HOWEVER, SHOWED LITTLE INTEREST IN THIS KIND OF A DEAL, HE NOTED, APPARENTLY BECAUSE ITS BUSINESS ORIENTATION IS NATIONAL, NOT INTERNATIONAL. (COMMENT: WE HAD HEARD EARLIER THAT IT WAS MACDONALD'S-CANADA RATHER THAN MACDONALD'S-US WHICH HAD MADE INITIAL CONTACT WITH OLYMPIC ORGANIZING COMMITTEE. END COMMENT.) AS A CONSEQUENCE, ACCORDING TO AYKAZYAN, SCST HAD DECIDED TO APPROACH PIZZA HUT WITH WHOSE PARENT OR-

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PAGE 02 MOSCOW 05972 281501Z

GANIZATION THE SOVIETS ALREADY HAVE, HE SAID, A WORKING RELATIONSHIP. TOON

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Message Attributes

Automatic Decaptioning: X
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Disposition Event:
Disposition History: n/a
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